

SARAH SANTANGELO

(61+) 415 828 357

sjsantangelo@outlook.com

www.linkedin.com/in/sarahsantangelo

Creative and data-driven UX/UI designer with seven years of experience in email marketing and customer engagement. Adept at blending research-driven insights with intuitive design to craft solutions that meet user needs and achieve business goals. Skilled collaborator with a proven ability to navigate complex projects, align stakeholders, and deliver measurable results.

UX/UI PROJECTS

Advanced Prototyping | HSBC (2024)

- Designed a prototype streamlining the deceased estate claims process, incorporating animations and user journey narratives.
- Developed clear categorisation and visual hierarchy to enhance usability through detailed and thoughtful problem framing.
- Conducted in-depth user research to map out the deceased estate process, identify pain points and priority areas for both the user and business.

Advanced Research | RSPCA (2024)

- Researched user preferences to enhance engagement with RSPCA's monthly email campaigns, focusing on content, layout, and delivery, through surveys and interviews to improve email engagement strategies for 120,000 subscribers.
- Delivered a comprehensive research report with actionable recommendations to boost subscriber growth and engagement.
- Suggested strategies for structured A/B testing and content contextualization to better meet audience needs.

UX Fundamentals | Nontre (2024)

- Conducted user interviews and created personas and customer journey maps to guide design decisions.
- Redesigned the nontre.co homepage with a focus on streamlining the user interface and aligning with brand values of sustainability and luxury.
- Produced a high-fidelity prototype showcasing optimized product displays, cross-selling strategies, and sustainability highlights.

PROFESSIONAL EXPERIENCE

Email Marketing Manager – Full-time, contract – nib Travel / Sydney-Hybrid – April 2024 – Present (ends April 2025).

- Supported local and global teams in the development, optimisation, and execution of email activities within Salesforce Marketing Cloud. Including successfully driving full-proof content amendments to triggered email journeys for two company-wide underwriter changes.
- Designed and implemented customer lifecycle strategies using segmentation, A/B testing, and personalisation to optimise channel performance.
- Created and executed email marketing strategies for nib travel brands, ensuring alignment with broader business objectives and stakeholder collaboration.
- Ensured QA processes, segmentation clarity, and stakeholder empowerment for campaign delivery.
- Conducted regular reporting and analysis of email performance, presenting actionable insights to internal stakeholders.
- Maintained compliance with global privacy regulations, including GDPR, through accurate data management and subscription preference tracking.

Global Retention Marketing Manager – Full-time – 3P Learning / Leichhardt-Hybrid – Jun 2021 – March 2024.

- Led the development and execution of targeted global campaigns leveraging CRM strategies, reaching over 3 million contacts and achieving over \$200K AUD in FY23's Global Black Friday campaign.

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- Collaborated with AMER, APAC, and EMEA teams to localise and adapt global email campaigns for diverse markets, handling over 12 million deliveries per campaign.
 - Implemented customer segmentation strategies, significantly improving engagement (53% increase in open rates) and retention rates, driving a 44% revenue growth over three years.
 - Established feedback loops between customer service, marketing, and product teams to optimise campaigns.

Global Marketing Team Lead, Retention – Full-time – Blake eLearning / Leichhardt – Jun 2019 – Jun 2021

- Redesigned marketing email campaigns, maintaining an 85% monthly retention rate and boosting annual retention by 8% over two years.
- Introduced A/B testing protocols that refined campaign performance, increasing engagement by 12%.
- Directed regional marketing efforts, aligning strategies across APAC, AMER, and EMEA markets.

Marketing Assistant – Full-time – Blake eLearning / Leichhardt – Jun 2017 – Jun 2019

- Developed and executed email campaigns optimised for mobile, achieving consistent open rates exceeding 40%.
- Designed, executed, and monitored organic social media calendars tailored for the Australian and New Zealand markets.
- Conducted performance analysis of email campaigns, informing strategies that improved ROI by 15%.

TECHNICAL SKILLS AND ATTRIBUTES

- UX/UI Design: Wireframing, Prototyping, User Research, Usability Testing, Interaction Design, Information Architecture
- Marketing & Analytics: Email Campaign Optimization, A/B Testing, CRM Strategy, Data Segmentation
- Tools: Figma, Adobe XD, Miro, Salesforce Marketing Cloud (including Email Studio, Journey Builder, Analytics Builder, A/B Testing, Mobile Studio, Advertising Studio, Einstein, Tik Tok Lead Ads and Automation Studio), Google Analytics, Looker Studio, Github, Apple Store Connect, Google Developer Console.
- Languages: AMPScript, SQL, HTML, CSS.
- Other: Cross-Functional Collaboration, Self-Direction, Active Listening, Inclusivity, Flexible and Adaptive problem-solving, Detail-oriented

EDUCATION

- UX/UI Design Bootcamp, Harness Projects (2024)
- Bachelor of Business, Marketing & Management, University of Technology Sydney (2018)

ADDITIONAL EDUCATION/CERTIFICATIONS AND ATTRIBUTES

- Salesforce Marketing Cloud Email Specialist
- IBM Databases and SQL for Data Science (Coursera)
- Agile Foundations (LinkedIn Learning)
- Team Managers and Leaders Course: Essential Skills (The University of Sydney)
- United Nations Association Australia (NSW) Diploma Program

REFERENCES

Available Upon Request